

**Food Policy Research Study**  
***(FINAL 6-30-11)***

**Segments:**

1. **Random Sample: N=900**
  - N=600 – Individuals with children 2-17 years in HH
  - N=300 – Individuals without children 2-17 years in HH
2. **Hispanic Augments: N=100 – Individuals with children 2-17 years in HH only**
3. **African American Augments: N=100 – Individuals with children 2-17 years in HH only**

**Quotas for Random Sample Only**

<b>Gender:</b>	<b>QH</b>
Females	540 (60%)
Males	360 (40%)

<b>Income Quota Group:</b>	<b>QI</b>
\$15k to under \$40k	337 (37%)
\$40k to under \$75k	322 (36%)
\$75k and over	241 (27%)

<b>Ethnicity:</b>	<b>QC</b>
African American/Black	99 (11%)
Spanish/Hispanic/Latino	108 (12%)
Caucasian / Other	693 (77%)

<b>Presence of Children:</b>	<b>QD</b>
Yes	600
No	300

**Purpose:**

We are conducting a research study to learn more about the eating habits of families and their attitudes towards health, food and nutrition.

**Procedures:**

Participation in this study will involve completing a survey. We anticipate that your involvement will require about 20 minutes.

**Risks and Benefits:**

Although this study will not benefit you personally, we hope that our results will add to the knowledge about families and their attitudes towards health, food and nutrition. There is no risk in participating in this study.

**Confidentiality:**

All of your responses will be anonymous. Only the researchers involved in this study and those responsible for research oversight will have access to the information you provide.

**Voluntary Participation:**

Participation in this study is completely voluntary. You are free to decline to participate, to end participation at any time for any reason, or to refuse to answer any individual question.

**Questions:**

**If you have any questions about this study, you may contact the researcher, Jennifer Harris, at 203-432-4613 or [jennifer.harris@yale.edu](mailto:jennifer.harris@yale.edu).**

**If you have any questions about your rights as a research participant or concerns about the conduct of this study, you may contact the Yale University Human Subjects Committee, Box 2083252, New Haven, CT 06520-8252, 203-436-3650, [human.subjects@yale.edu](mailto:human.subjects@yale.edu).**

## SCREENING QUESTIONS

- A. Which, if any, of the following industries do you or does any member of your household work in? **Select all that apply.**

Ad agency / Public Relations  
Agriculture  
Airline or Aviation Industry  
Food industry  
Food, Nutrition, Diet or Health marketing  
Insurance  
Media: TV / Radio/ Press / Newspaper / Magazine  
Market Research/ Marketing  
Travel agency  
None of the above **(CONTINUE)**

**(IF AD AGENCY/PUBLIC RELATIONS, MARKET RESEARCH/MARKETING, FOOD INDUSTRY OR FOOD, NUTRITION, DIET OR HEALTH MARKETING SELECTED, THANK AND TERMINATE)**

- B. Please indicate your age group. **Select one.**

Under 21 **(TERMINATE)**  
21 – 24  
25 – 29  
30 – 34  
35 – 39  
40 – 44  
45 – 49  
50 – 54  
55 – 59  
60 – 65  
66 or older **(TERMINATE)**

- C. To ensure we include a range of people, please indicate which of the following categories describe your racial and ethnic background. **Select all that apply**

Caucasian  
African-American  
Latino/Hispanic  
Asian  
Other (Please specify)

**(CHECK QUOTAS FOR ETHNIC BACKGROUND)**

- D. Do you have any children between the ages of 2 and 17 living at home? **Select one.**

Yes **(ASK QE)**  
No **(CHECK QUOTAS) (SKIP TO QG)**

E. How many children in total do you have living at home? **Select one.**

**PRE-LIST: 1, 2, 3 4, 5, 6, 7, 8 or more**

F. What are the ages of your children, from youngest to oldest? **Select one per child.**  
**(PROGRAMMER: SET UP DROP-DOWN BOXES WITH: Under 1, 1 – 18 listed individually, 18+, NEXT TO EACH ROW, BELOW. ONLY SHOW NUMBER OF CHILDREN SELECTED IN QE. Example: IF 3 SELECTED IN QC, SHOW “First child, second child and third child,” EACH WITH A DROP-DOWN BOX NEXT TO IT)**

First child (the youngest): \_\_\_\_\_

Second child: \_\_\_\_\_

Third child: \_\_\_\_\_

Fourth child: \_\_\_\_\_

Fifth child: \_\_\_\_\_

Sixth child: \_\_\_\_\_

Seventh child: \_\_\_\_\_

Eighth child: \_\_\_\_\_

**(TERMINATE IF ONLY 1 CHILD WHO IS AGE UNDER 2)**

G. What is your level of involvement in making decisions about food and beverage choices for your household? **Select one.**

I am primarily responsible for all the decisions regarding food and beverage choices in my household

I share responsibility for the decisions regarding food and beverage choices in my household

I have little or no involvement in the decisions regarding food and beverage choices in my household

**(TERMINATE)**

H. Are you... **Select one.**

Female **(CHECK QUOTAS)**

Male **(CHECK QUOTAS)**

I. Which of the following categories best describes your 2010 annual household income? **Select one.**

Under \$15,000 **(TERMINATE)**

\$15,000 to \$24,999

\$25,000 to \$39,999

\$40,000 to \$49,999

\$50,000 to \$74,999

\$75,000 to \$99,999

\$100,000 to \$124,999

\$125,000 to \$149,999

\$150,000 to \$174,999

\$175,000 to \$199,999

\$200,000 or more

**(CHECK INCOME QUOTAS)**

## MAIN QUESTIONNAIRE

Today we would like to talk to you about the ways that food and beverages are marketed to children and adolescents. By marketing we mean any activity by a food or beverage company or restaurant that encourages people to purchase their products.

- 1a. Thinking about the way in which food and beverages are marketed to children, what are the top 3 types of food and beverages you think *your* **(ITALICS FOR 'YES' IN QD)** children have seen being marketed in the past month?

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- 1b. And, what do you think are the top 3 places (besides on TV) where *your* **(ITALICS FOR 'YES' IN QD)** children have seen or heard marketing for food and beverages in the past month?

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2. How often do you think *your* **(ITALICS FOR 'YES'/HAVE CHILDREN IN QD)** children have seen or heard any marketing for the following different kinds of food and beverages in the past month? **Select one response per row.**

### GRID ACROSS

Daily  
Weekly  
Several times a month  
Once a month or less

### GRID DOWN

Candy  
Cereal  
  
Cookies and crackers  
Energy drinks  
Fast food restaurants  
Fruits and vegetables  
Fruit drinks  
100% Fruit juices  
Fruit snacks  
Ice cream and frozen desserts  
Milk  
Yogurt  
Potato chips, pretzels and other salty snacks  
Prepared foods and meals  
Sit-down restaurants  
Soda/Soda pop  
Bottled Water  
Sports drinks

- 2a1. **(LIST ALL FOOD & BEVERAGE RESPONSES FROM Q2a WITH ‘DAILY’ RESPONSES)**  
**And how many times a day would you say *your* (ITALICS FOR ‘YES’/HAVE CHILDREN IN QD) children have seen or heard any marketing for these different kinds of food and beverages in the past month?**  
**Select one response per row.**

**GRID ACROSS**

10 times or more per day  
4-9 times per day  
1-3 times per day

**GRID DOWN**

**(INSERT ALL ‘DAILY’ RESPONSES FROM Q2a)**

- 2a2. **(LIST ALL FOOD & BEVERAGE RESPONSES FROM Q2a WITH ‘WEEKLY’ RESPONSES)**  
**And how many times a week would you say *your* (ITALICS FOR ‘YES’/HAVE CHILDREN IN QD) children have seen or heard any marketing for these different kinds of food and beverages in the past month?** **Select one response per row.**

**GRID ACROSS**

4-6 times a week  
2-3 times a week  
Once a week

**GRID DOWN**

**(INSERT ALL ‘WEEKLY’ RESPONSES FROM Q2a)**

- 2b. And how often do you think *your* (ITALICS FOR ‘YES’/HAVE CHILDREN IN QD) children have seen or heard these types of food and beverage marketing in the past month? **Select one response per row.**

**GRID ACROSS**

Daily  
Weekly  
Several times a month  
Once a month or less

**GRID DOWN (RANDOMIZE)**

TV commercials  
Radio commercials  
Commercials before movies  
Internet advertising, pop-ups or banner ads  
Websites sponsored by food and beverage companies  
Video games on the Internet that promote food brands or products (“Advergames”)  
Cartoon characters on packages  
Celebrity endorsements  
Food and beverage logos on other types of products (e.g., toys or clothing)  
Advertising included in the story line on television shows or movies, in video games, or in popular music lyrics or music videos (Product placements)  
Premium offers (e.g., toys and other giveaways)  
Sporting event or concert sponsorships  
Promotions in stores

- Text messages from companies on their cell phones
- Advertising or sponsorships in schools (e.g., product logos on school facilities or educational materials)
- Billboards or other outdoor signs
- Company-sponsored ad messages on Facebook, MySpace, YouTube, blogs, or Twitter (Social media)
- Emails, instant messaging, text messages or other company-sponsored marketing materials sent by friends (Viral marketing)

2b1. **(LIST ALL FOOD & BEVERAGE MARKETING RESPONSES FROM Q2b WITH ‘DAILY’ RESPONSES)**  
**And how many times a day would you say *your* (ITALICS FOR ‘YES’/HAVE CHILDREN IN QD) children have seen or heard these types of food and beverage marketing? **Select one response per row.****

**GRID ACROSS**

- 10 times or more per day
- 4-9 times per day
- 1-3 times per day

**GRID DOWN**

**(INSERT ALL ‘DAILY’ RESPONSES FROM Q2b)**

2b2. **(LIST ALL FOOD & BEVERAGE MARKETING RESPONSES FROM Q2b WITH ‘WEEKLY’ RESPONSES)**  
**And how many times a week would you say *your* (ITALICS FOR ‘YES’/HAVE CHILDREN IN QD) children have seen or heard these types of food and beverage marketing? **Select one response per row.****

**GRID ACROSS**

- 4-6 times a week
- 2-3 times a week
- Once a week

**GRID DOWN**

**(INSERT ALL ‘WEEKLY’ RESPONSES FROM Q2b)**

3. Using the scale below, please indicate the level of impact you think these different types of food and beverage marketing have on *your* (ITALICS FOR ‘YES’ IN QD) children’s eating habits. **Select one response per row. (RANDOMIZE STATEMENTS)**

**No Impact  
At All**

**Very Strong  
Impact**

1 ..... 2 ..... 3 ..... 4 ..... 5 ..... 6 ..... 7 ..... 8 ..... 9 ..... 10

- TV commercials
- Radio commercials
- Commercials before movies
- Internet advertising, pop-ups or banner ads
- Websites sponsored by food and beverage companies
- Video games on the Internet that promote food brands or products (“Advergames”)
- Cartoon characters on packages
- Celebrity endorsements
- Food and beverage logos on other types of products (e.g., toys or clothing)
- Advertising included in the story line on television shows or movies, in video games, or in popular music lyrics or music videos (Product placements)

- Premium offers (e.g., toys and other giveaways)
- Sporting event or concert sponsorships
- Promotions in stores
- Text messages from companies on their cell phones
- Advertising or sponsorships in schools (e.g., product logos on school facilities or educational materials)
- Billboards or other outdoor signs
- Company-sponsored ad messages on Facebook, MySpace, YouTube, blogs, or Twitter (Social media)
- Emails, instant messaging, text messages or other company-sponsored marketing materials sent by friends (Viral marketing)

4. Using the scale below, please indicate how much you would support regulations to limit each type of marketing of unhealthy foods to children under 12. **Select one response per row. (RANDOMIZE STATEMENTS)**

Definitely Would  
Oppose

Definitely Would  
Support

1 .....2..... 3 ..... 4.....5 ..... 6.....7 ..... 8 .....9..... 10

- TV commercials
- Radio commercials
- Commercials before movies
- Internet advertising, pop-ups or banner ads
- Websites sponsored by food and beverage companies
- Video games on the Internet that promote food brands or products (“Advergames”)
- Cartoon characters on packages
- Celebrity endorsements
- Food and beverage logos on other types of products (e.g., toys or clothing)
- Advertising included in the story line on television shows or movies, in video games, or in popular music lyrics or music videos (Product placements)
- Premium offers (e.g., toys and other giveaways)
- Sporting event or concert sponsorships
- Promotions in stores
- Text messages from companies on their cell phones
- Advertising or sponsorships in schools (e.g., product logos on school facilities or educational materials)
- Billboards or other outdoor signs
- Company-sponsored ad messages on Facebook, MySpace, YouTube, blogs, or Twitter (Social media)
- Emails, instant messaging, text messages or other company-sponsored marketing materials sent by friends (Viral marketing)



5. Below is a list of actions that are either currently being taken or could be taken to promote healthy eating habits and physical activity to your **(ITALICS FOR 'YES' IN QD)** children. Using the scale below, please indicate how much you would support each of the following actions. **Select one response per row. (RANDOMIZE STATEMENTS)**

Definitely would oppose					Definitely would support
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1 ..... 2 ..... 3 ..... 4 ..... 5 ..... 6 ..... 7 ..... 8 ..... 9 ..... 10

- Require children's TV programs to show children being physically active and eating healthy food
- Require children's media companies to fund public service announcements for fruits and vegetables on TV
- Require companies to fund an equal amount of advertising for healthy and unhealthy foods.
- Allow only healthy food advertising on TV programs targeted to children under 12
- Do not allow any advertising on TV programs targeted to children under 8
- Allow only healthy food advertising on TV programs targeted to youth under 18
- Tax all sugar-sweetened soft drinks and use the money to provide healthy foods to children
- Allow cartoon characters only on packages for healthy foods
- Allow only healthy foods and beverages in school vending machines
- Strengthen the nutrition standards for federally funded school lunches
- Strengthen the nutrition standards for ALL foods and beverages sold at school
- Allow only non-food rewards in the classroom
- Do not allow games or other child-oriented features on unhealthy food websites
- Require restaurants to list calorie information on their menus or menu boards
- Do not allow chocolate or other flavored milk to be served in schools
- Allow toys to be offered with kid's meals only when meals meet healthy regulations
- Do not allow advertising on school buses

6. Using the scale below, please indicate how much you agree with the following statements about food and beverage marketing and advertising to your **(ITALICS FOR 'YES' IN QD)** children. **Select one response per row. (RANDOMIZE STATEMENTS)**

**Strongly  
Disagree**

**Strongly  
Agree**

1 ..... 2 ..... 3 ..... 4 ..... 5 ..... 6 ..... 7 ..... 8 ..... 9 ..... 10

- Promotes unhealthy foods
- Encourages children to ask parents for the advertised foods and beverages
- Makes parents' jobs harder
- Increases preferences for the types of foods advertised
- Encourages snacking between meals
- Encourages unhealthy snacking
- Encourages large portions

- Leads to food cravings
- Causes children to eat more
- Affects everyone, not just children
- Creates eating habits that stick with you for life
- Affects children the most
- Affects the products you choose to buy for your children

7. Below is a list of different areas in which the media might have an effect on *your* (**ITALICS FOR 'YES' IN QD**) children. Using the scale below, please indicate how concerned you are with the media in the areas listed below. **Select one response per row. (RANDOMIZE STATEMENTS)**

**Not Concerned  
At All**

**Extremely  
Concerned**

1 ..... 2 ..... 3 ..... 4 ..... 5 ..... 6 ..... 7 ..... 8 ..... 9 ..... 10

- Too much violence
- Too much sexual permissiveness
- Models who are too thin
- Encourages bad eating habits
- Encourages children to buy or want to buy products
- Emphasis on material "things"
- Tobacco use
- Alcohol use
- Marketing and advertising in general
- Marketing and advertising junk food to children
- Depictions of male and female stereotypes
- Depictions of racial and ethnic stereotypes

**(ASK ONLY IF 'YES'/HAVE CHILDREN IN QD)**

8. And how often do you? **Select one response per row. (RANDOMIZE STATEMENTS)**

**GRID ACROSS**

- Always
- Very often
- Somewhat often
- Not very often
- Never

**GRID DOWN**

- Talk with your children about what ads are trying to do
- Tell your children that something in a TV ad looks better than it really is
- Tell your children that something in a TV ad is not true
- Don't allow your children to watch certain programs
- Limit the time your children spend watching television
- Limit the time your children spend on the Internet
- Don't allow your children to eat snacks in front of the TV
- Don't allow your children to eat meals in front of the TV



11. Obesity rates among children have more than tripled over the past 30 years. **(ROTATE Q11a/11b)**

11a. How much of this is due to a lack of personal responsibility on the part of individual parents or children?

Nothing To Do With  
Personal Responsibility

Entirely Due To  
Personal Responsibility

1 .....2 ..... 3.....4 ..... 5.....6 ..... 7.....8 ..... 9..... 10

11b. How much of this is due to an unhealthy food environment, that is, outside influences, such as school food, advertising, too many fast food restaurants, high price of fresh fruits and vegetables, etc.?

Nothing To Do With  
Unhealthy Food Environment

Entirely Due To  
Unhealthy Food Environment

1 .....2 ..... 3.....4 ..... 5.....6 ..... 7.....8 ..... 9..... 10

**(SET UP Q11C WITH SLIDING SCALES AND SPACE TO ENTER RATING. RESPONDENT SHOULD BE ABLE TO ADJUST SCALE OR TYPE IN RATING AND HAVE THE OTHER ADJUST AUTOMATICALLY.)**

11c. Please allocate 10 points below based on how much increased obesity rates among children are due to each of the following:

You may either type the numbers 0-10 in the boxes below or adjust the sliding scales to allocate your 10 points.

**(RANDOMIZE)**

Personal responsibility on the part of the individual parents or children \_\_\_\_\_ **(SLIDING SCALE)**

Unhealthy food environment, that is, outside influences, such as school food, advertising, too many fast food restaurants, high price of fresh fruits and vegetables, etc. \_\_\_\_\_ **(SLIDING SCALE)**

**(AUTO FILL TOTAL SUM. MUST = 10)**

**(ASK IF YES / HAVE CHILDREN IN QD)**

12. How much of an obstacle is each of the following things to ensuring that *your* **(ITALICS FOR 'YES' IN QD)** children have healthy eating habits? **Select one response per row. (RANDOMIZE)**

**Not At All An Obstacle  
To Healthy Eating**

**Very Much An Obstacle  
To Healthy Eating**

1 .....2 ..... 3.....4 ..... 5.....6 ..... 7.....8 ..... 9..... 10

- Not enough time for sit down, family meals
- Having to eat out of the house
- Unhealthy food advertising
- Not enough time to prepare healthy meals
- Expensive cost of healthy foods
- Peer pressure to eat unhealthy foods
- Not enough community programs that support healthy eating
- Relatives serving what they like to eat
- Easy access to fast food restaurants

Unhealthy foods sold in schools  
Prevalence of vending machines  
Prevalence of snack foods and junk foods  
Expensive cost of organic food

Too much time watching TV or spent on the computer  
Giving in to your children's requests for unhealthy foods or brands  
Parents/Me being a poor role model with their/my own eating habits  
Other (Please Specify) \_\_\_\_\_

**(ASK 15-17 IF YES / HAVE CHILDREN IN QD)**

Now I would like to ask you some questions about your children. Again, since this is a confidential survey, we cannot identify you by your responses.

15. Please provide the information below for each of your children. Your best estimate is fine. Please type in 0 if you don't know.

**(IF MORE THAN 4 CHILDREN, USE THE FOLLOWING WORDING)**

Please provide the information below for each of the following four of your children. Your best estimate is fine. Please type in 0 if you don't know.

15.1 Weight (in lbs)

15.2 Height (in feet and inches)

Feet \_\_\_\_\_

Inches \_\_\_\_\_

15.3 Gender (M or F)

**(REPEAT QS 16 – 17 FOR EACH OF THE CHILDREN. USE SAME CHILD ORDER, WITH AGES, AS IN Q15 SERIES.)**

16. Thinking about your **(INSERT SAME CHILD ORDER WITH AGE)**, would you say that he/she is a ... **Select one.**

Picky eater – always eats the same food and has a very limited menu

Average eater – eats a variety of foods but does not like to try new foods

Experimental eater – eats a variety of foods and enjoys trying new foods

17a. And how would you describe your **(INSERT CHILD ORDER WITH AGE)**'s weight? **Select one.**

I feel like he/she is thinner than most children the same age.

I feel like he/she is the same weight as most children the same age.

I feel like he/she is somewhat heavier than most children the same age.

I feel like he/she is much heavier than most children the same age.

17b. Does this child **(INSERT CHILD ORDER HERE)** have each of the following in their bedroom?

	<u>Yes</u>	<u>No</u>
<b>(RANDOMIZE)</b>		
TV	<input type="checkbox"/>	<input type="checkbox"/>
Game console (e.g. X-box, Playstation)	<input type="checkbox"/>	<input type="checkbox"/>
Computer	<input type="checkbox"/>	<input type="checkbox"/>

